

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, AxMedia, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

### Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: SAM Nebraska

Agency name: AxMedia

Address: 800 W. 47th Street, Suite 200, Kansas City, MO 64112

Contact: Taylor Fernie

Phone number: 816-407-1222

Email: \_\_\_\_\_

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: SAM Nebraska

Address: 400 N. Columbus St., Suite 202, Alexandria, VA 22314

Contact: Luke Niforatos

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Luke Niforatos & Dana Stevens

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to: \_\_\_\_\_

Office(s) sought by such candidate(s) (no acronyms or abbreviations): \_\_\_\_\_

Date of election: \_\_\_\_\_

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b> SAM Nebraska	<b>Station Representative</b>
Signature: <u>TAYLOR FERNIE</u>	Signature: <u>Brad Achtman</u>
Name: Taylor Fernie	Name: Brad Achtman
Date of Request to Purchase Ad Time: 2/17/2021	Date of Station Agreement to Sell Time: 2-17-21

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: 2-17-21

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted  
☐ Accepted IN PART (e.g., ad not received to determine content)\*  
☐ Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters: <u>KGMT-AM</u> <u>KUTT-FM - KWBE-AM -</u>	Date Received/Requested: <u>2-17-21</u>
Est. #: <u>2286</u>	Station Location: <u>Fairbury / Beatrice</u>	Run Start and End Dates: <u>2-18-21 to 3-31-21</u>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

# New Order

Media: Radio

Market: Lincoln

Vendor: KUTT-FM

Billing To: AxMedia

Client: SAM Nebraska

Demo: Adults 18+

1251 NW Briarcliff Pkwy, Suite 85

Product: Education Campaign

Separation: 30

Kansas City, MO 64116

CPE: //2286

Flight Start: 2/18/21

AE: Brad Achtemeier

Description: SAM Nebraska - Radio 2.18 - 3.31

Flight End: 3/31/21

Phone:

Phone: 816-803-7138

Rep:

Sales Office:

Fax:

Fax:

Version: 1

Survey: SP19 MSA CustRadio

Comments: New Order 2/17/21 - The new order will run Thursday 2/18 - Wednesday 3/31. Please confirm the new orders & alert me of any pre-empts. Thank you!

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically. TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R114861, Marktron #184659, Spodata #2095

Line	Daypart (Program)	Daypart Code	Gross C/T	Dur	2/18	2/25	3/4	3/11	3/18	3/25	Total Spots	Adults 18+ RTG	CPP
No													
1	ThF,M,TuW 6:00A-10:00A	AM	\$52.94	C 30	12	12	12	12	12	12	72		
2	ThF,M,TuW 10:00A-3:00P	MD	\$52.94	C 30	11	11	11	11	11	11	66		
3	ThF,M,TuW 3:00P-7:00P	PM	\$52.94	C 30	12	12	12	12	12	12	72		
Total Spots:					35	35	35	35	35	35	210		
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0	0.0	0.0		0.0	
Month	Cash\$-Spots		Trade\$-Spots		Total\$-Spots								
2/2021	\$3,705.80 - 70		\$0.00 - 0		\$3,705.80 - 70								
3/2021	\$7,411.60 - 140		\$0.00 - 0		\$7,411.60 - 140								
Total Gross Cost:					\$11,117.40		Total Gross CPP: \$0.00						
Total Net Cost:					\$9,449.79		Total Net CPP: \$0.00						

## Disclaimer:

All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept 7service fees? or 7handling charges? or anything of that type. Urgently request our commercials air in the first 60 position of each stopset. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus weight would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. A 30-minute separation is required between our own spots and those of our major competitors.

# New Order

Media: Radio

Market: Lincoln

Vendor: KWBE-AM

Billing To: AxMedia

Client: SAM Nebraska

Demo: Adults 18+

1251 NW Briarcliff Pkwy, Suite 85

Product: Education Campaign

Separation: 30

Kansas City, MO 64116

CPE: //2286

Flight Start: 2/18/21

AE: Brad Achtemeier

Description: SAM Nebraska - Radio 2.18 - 3.31

Flight End: 3/31/21

Phone:

Phone: 816-803-7138

Rep:

Sales Office:

Fax:

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Version: 1

Survey: SP19 MSA CustRadio

Comments: New Order 2/17/21 - The new order will run Thursday 2/18 - Wednesday 3/31. Please confirm the new orders & alert me of any pre-empts. Thank you!

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Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	2/18	2/25	3/4	3/11	3/18	3/25	Total Spots	Adults 18+ RTG	CPP
1	ThF,M,TuW 6:00A-10:00A	AM	\$47.06	C 30	12	12	12	12	12	12	72		
2	ThF,M,TuW 10:00A-3:00P	MD	\$47.06	C 30	12	12	12	12	12	12	72		
3	ThF,M,TuW 3:00P-7:00P	PM	\$47.06	C 30	11	11	11	11	11	11	66		
Total GRP/GIMP(000):											210	0.0	
Total Gross Cost:											\$9,882.60		\$0.00
Total Net Cost:											\$8,400.21		\$0.00

## Disclaimer:

All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept 2 service fees? or 2 handling charges? or anything of that type. Urgently request our commercials air in the first :60 position of each stopset. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus weight would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. A 30-minute separation is required between our own spots and those of our major competitors.

# New Order

Media: Radio

Market: Lincoln

Vendor: KGMT-AM

Billing To: AxMedia

Client: SAM Nebraska

Demo: Adults 18+

1251 NW Briarcliff Pkwy, Suite 85

Product: Education Campaign

Separation: 30

Kansas City, MO 64116

CPE: //2286

Flight Start: 2/18/21

AE: Brad Achtemeier

Description: SAM Nebraska - Radio 2.18 - 3.31

Flight End: 3/31/21

Phone:

Phone: 816-803-7138

Rep:

Sales Office:

Fax:

Fax:

Version: 1

Survey: SP19 MSA CustRadio

Comments: New Order 2/17/21 - The new order will run Thursday 2/18 - Wednesday 3/31. Please confirm the new orders & alert me of any pre-empts. Thank you!

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R114861, Marktron #184659, Spoidata #2095

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1	ThF,M,TuW 6:00A-10:00A	AM	\$23.53	C 30	12	12	12	12	12	12	72		
2	ThF,M,TuW 10:00A-3:00P	MD	\$23.53	C 30	11	11	11	11	11	11	66		
3	ThF,M,TuW 3:00P-7:00P	PM	\$23.53	C 30	12	12	12	12	12	12	72		
Total GRP/GIMP(000):											210	0.0	
Total Gross Cost:											\$4,941.30		\$0.00
Total Net Cost:											\$4,200.11		\$0.00

## Disclaimer:

All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept ?service fees? or ?handling charges? or anything of that type. Urgently request our commercials air in the first :60 position of each stopset. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus weight would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. A 30-minute separation is required between our own spots and those of our major competitors.

# Sales Order

Stations: KGMT-AM, KUTT-FM, KWBE-AM Agency: Axmedia  
 Contract Name: Education Campaign SAM Address: 800 W 47th St  
 Contract#: (none) Ste 200  
 Start Date: 2/18/21 End Date: 3/31/21 City: Kansas City State: MO  
 Revenue Type: Agency Type: Cash Zip: 64112  
 Advertiser: SAM Nebraska Buyer: \_\_\_\_\_  
 Address: \_\_\_\_\_ Tax Schedule: \_\_\_\_\_ (None)  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Agency Commission %: 15  
 Product Name: Education Campaign Billing Cycle: Standard  
 Estimate #: 2286 Salesperson: 6178HHOUS Comm %: 0  
 Competitive Code: Misc. Makegood Policy: Within Contract Dates

## KGMT-AM

No	DATES		Alt	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		WKS	START		END	M	T	W	T	F	SA	SU	Per Wk	D/W		SPOTS	\$\$	
1	2/18/21	3/31/21		6:00 AM	10:00 AM	30	2	3	2	3	2			12	D	23.53	72	1,694.16	1	
2	2/18/21	3/31/21		10:00 AM	3:00 PM	30	2	2	2	3	2			11	D	23.53	66	1,552.98	1	
3	2/18/21	3/31/21		3:00 PM	7:00 PM	30	2	3	2	3	2			12	D	23.53	72	1,694.16	1	

TOTAL GROSS \$4,941.30, NET \$4,200.11

## KUTT-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	2/18/21	3/31/21		6:00 AM	10:00 AM	30	2	3	2	3	2			12	D	52.94	72	3,811.68	1	
2	2/18/21	3/31/21		10:00 AM	3:00 PM	30	2	2	2	3	2			11	D	52.94	66	3,494.04	1	
3	2/18/21	3/31/21		3:00 PM	7:00 PM	30	2	3	2	3	2			12	D	52.94	72	3,811.68	1	

TOTAL GROSS \$11,117.40, NET \$9,449.79

## KWBE-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	2/18/21	3/31/21		6:00 AM	10:00 AM	30	2	3	2	3	2			12	D	52.94	72	3,811.68	1	
2	2/18/21	3/31/21		10:00 AM	3:00 PM	30	2	2	2	3	2			11	D	52.94	66	3,494.04	1	
3	2/18/21	3/31/21		3:00 PM	7:00 PM	30	2	3	2	3	2			12	D	52.94	72	3,811.68	1	

TOTAL GROSS \$11,117.40, NET \$9,449.79

## Billing Projections: By Month

	Feb 21	Mar 21	Apr 21
CA	6,470.50	20,705.60	0.00
ST	6,470.50	18,117.40	2,588.20

- ☒ Print Spot Prices
- ☒ Co-op Required
- ☒ Separate Invoices for Each Product

TOTAL SPOTS	630
GROSS TOTAL \$	27,176.10
ADJUSTED SPOTS	630
ADJUSTED TOTAL \$	27,176.10

APPROVE    DECLINE

- |                       |                       |                        |
|-----------------------|-----------------------|------------------------|
| <input type="radio"/> | <input type="radio"/> | General Manager        |
| <input type="radio"/> | <input type="radio"/> | Sales Manager          |
| <input type="radio"/> | <input type="radio"/> | National Sales Manager |
| <input type="radio"/> | <input type="radio"/> | Local Sales Manager    |